

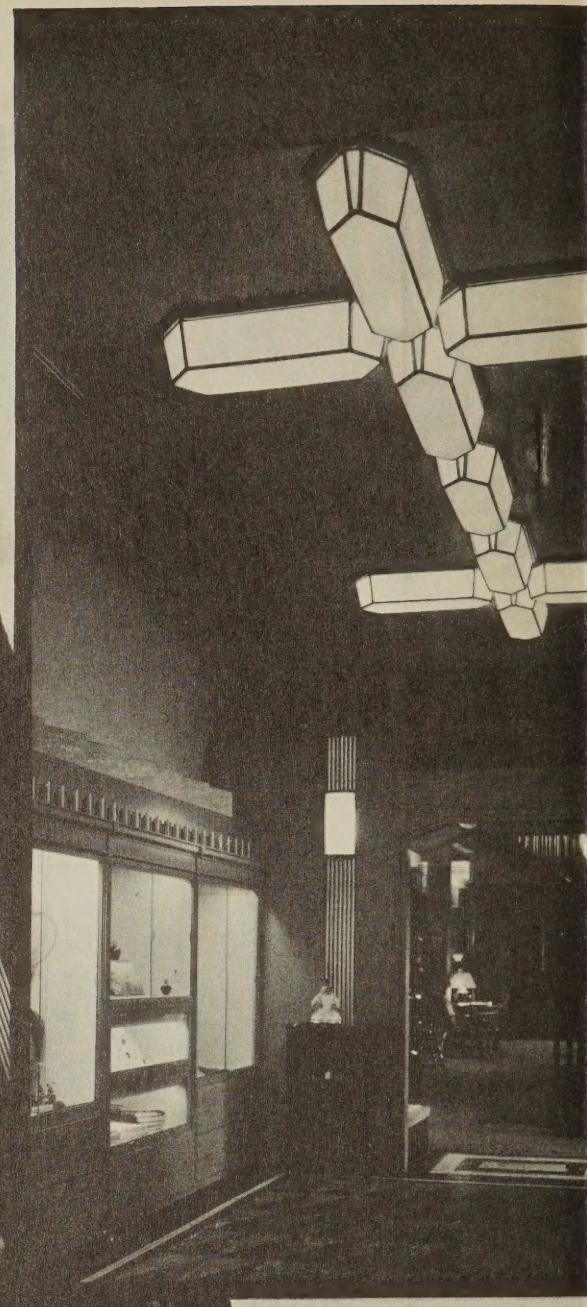
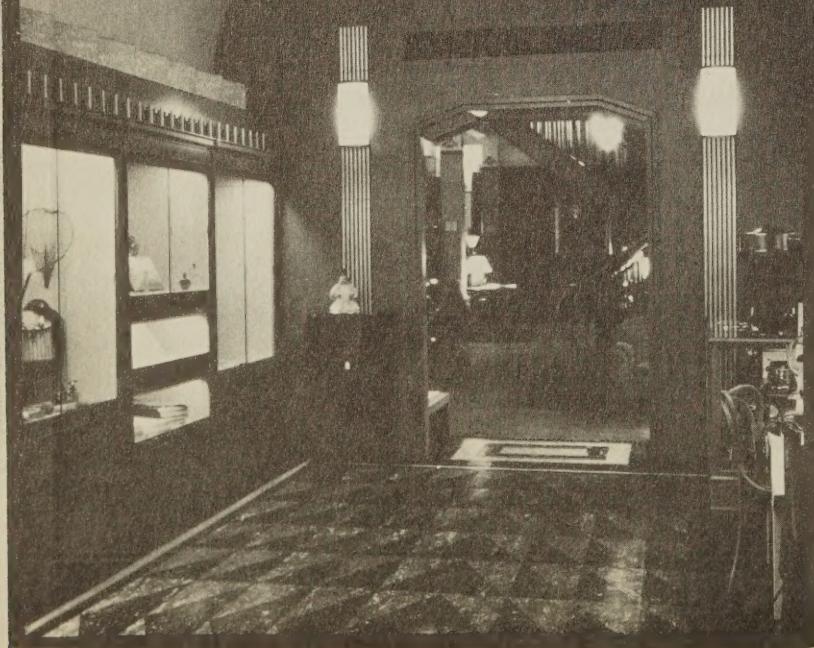
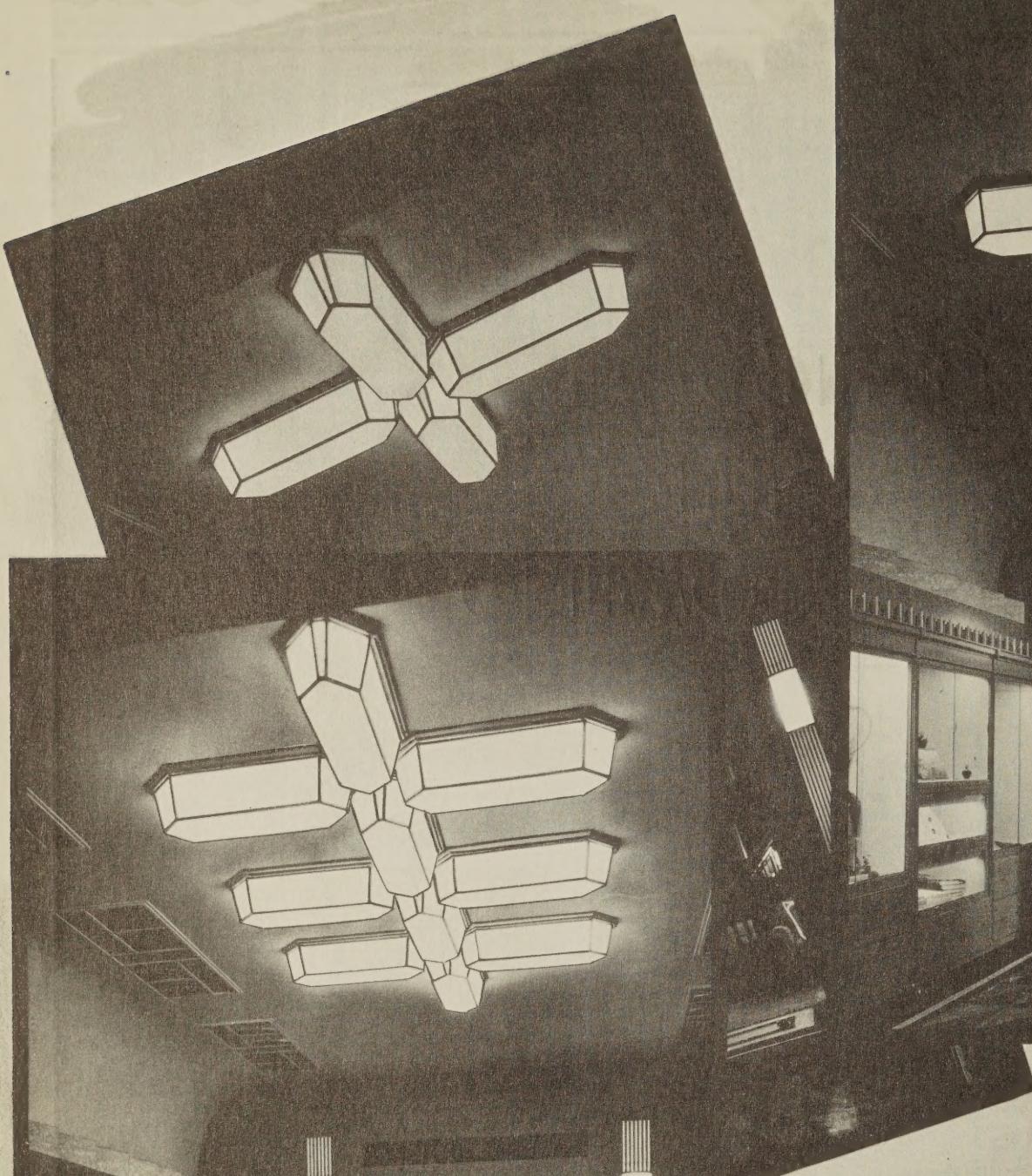
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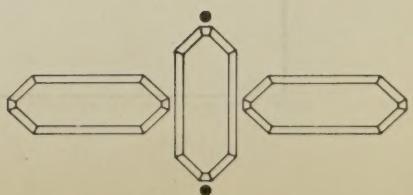
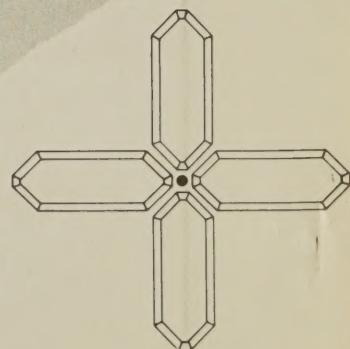
**RENOVIZE  
WITH  
DOMINO**

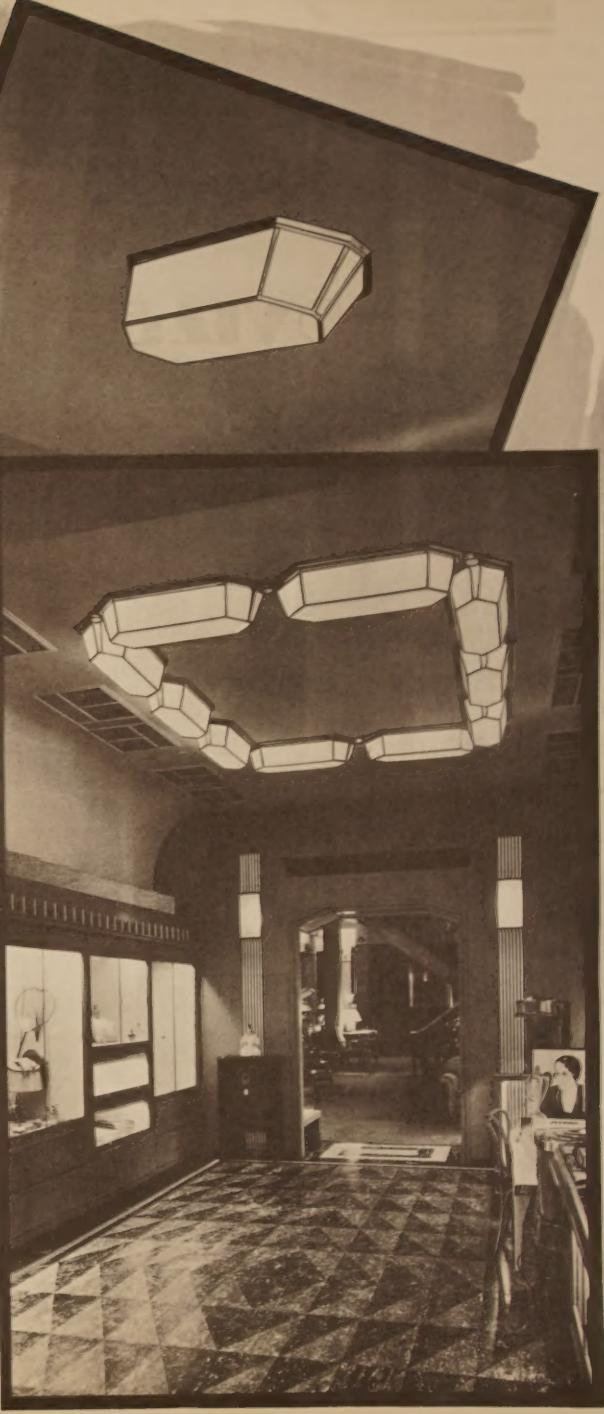
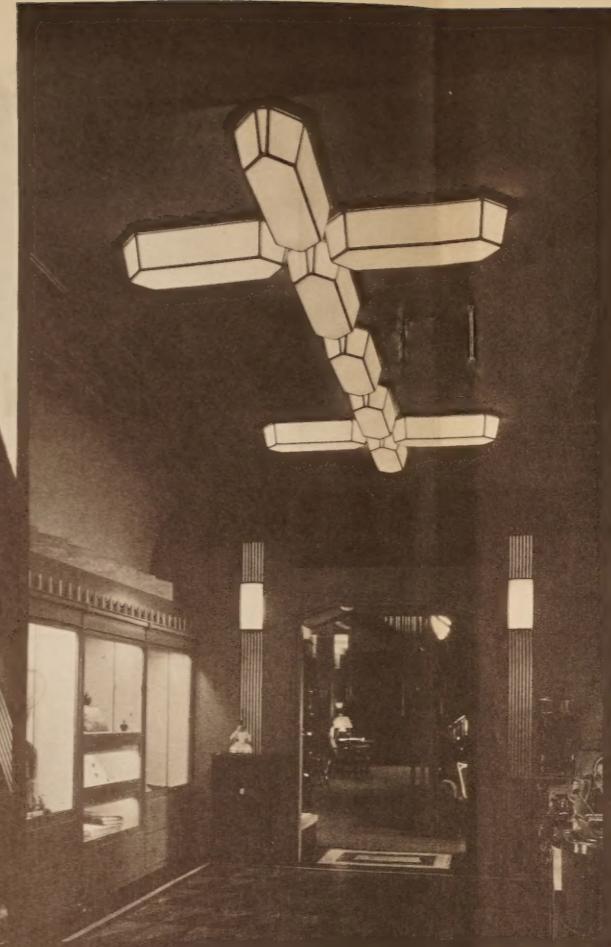
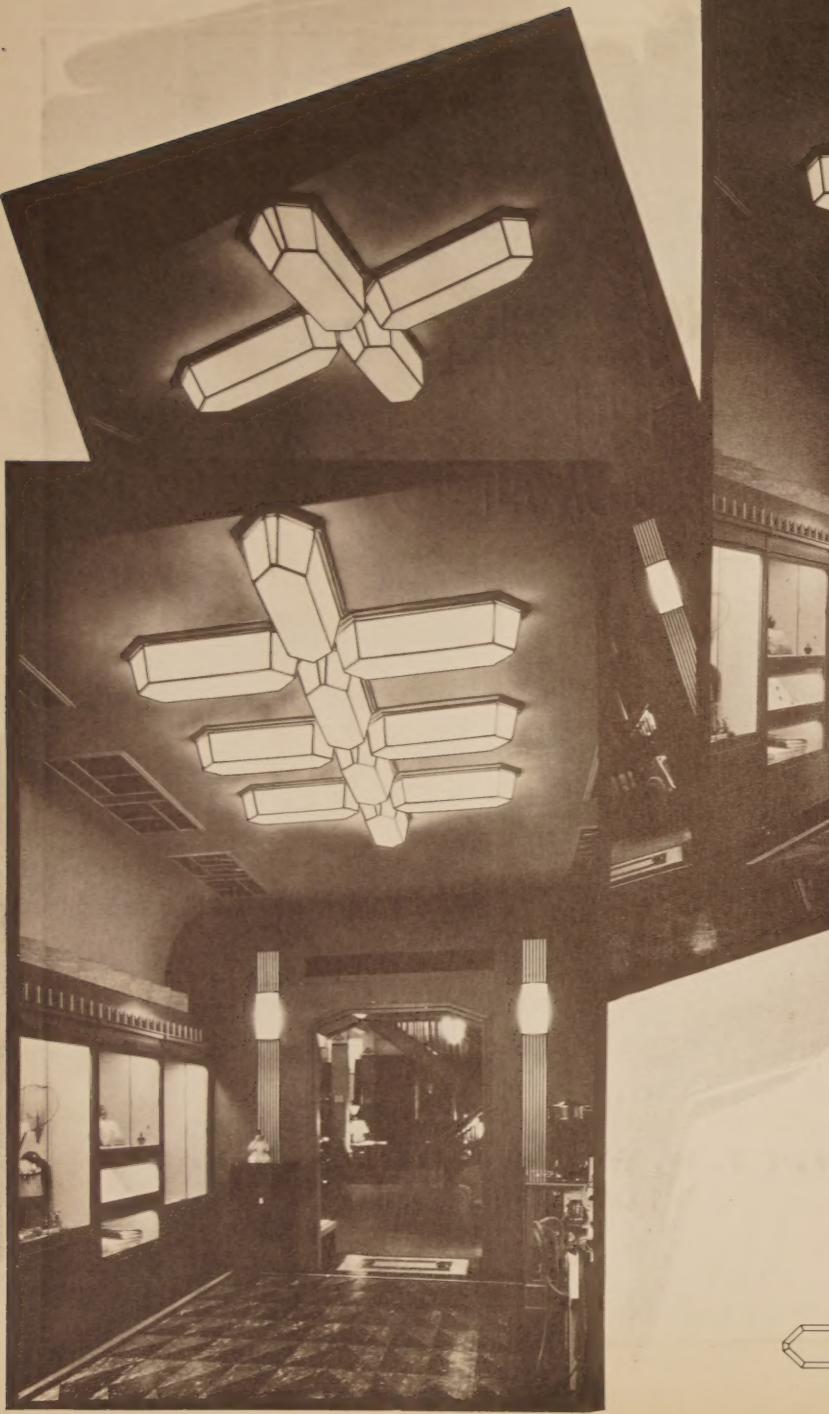


**THE F. W. WAKEFIELD BRASS CO.  
VERMILION, OHIO**



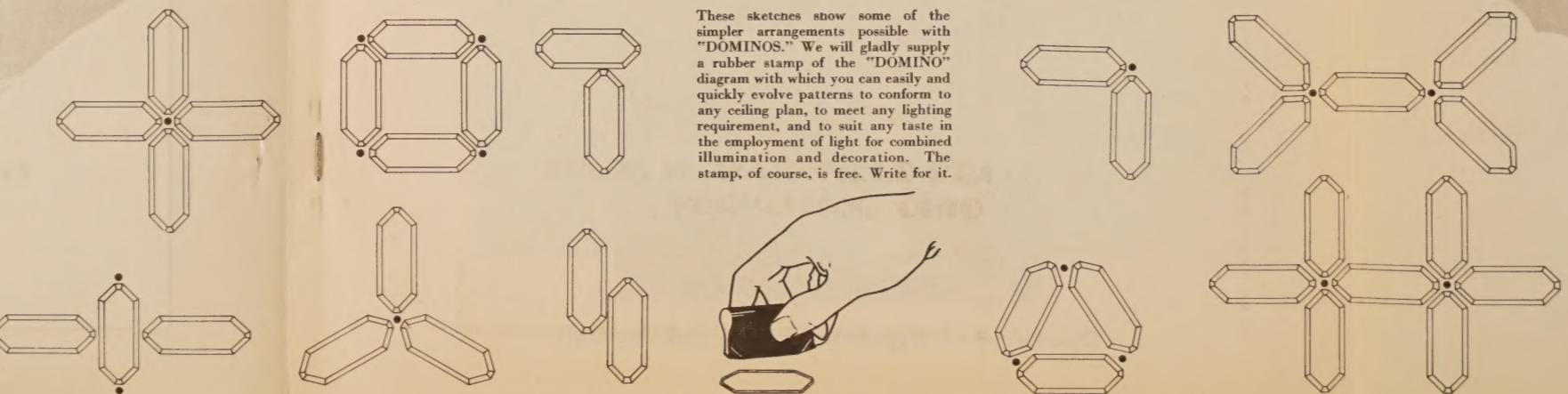
I N





## INNUMERABLE PATTERNS MAY BE EVOLVED

These sketches show some of the simpler arrangements possible with "DOMINOS." We will gladly supply a rubber stamp of the "DOMINO" diagram with which you can easily and quickly evolve patterns to conform to any ceiling plan, to meet any lighting requirement, and to suit any taste in the employment of light for combined illumination and decoration. The stamp, of course, is free. Write for it.





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<https://archive.org/details/renovizewithdomi00fwwa>

# "DOMINO" . . . A SUCCESS

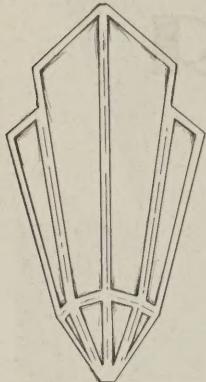
THE immediate and enthusiastic acceptance accorded to "Domino" by illuminating engineers, architects and their clients, stamps the new Wakefield system of lighting decoration as an outstanding success. A glance at the list of installations printed below will confirm this statement.

An important feature of the "Domino" system is its wide applicability. It has proven equally successful in small shops and large assembly rooms,

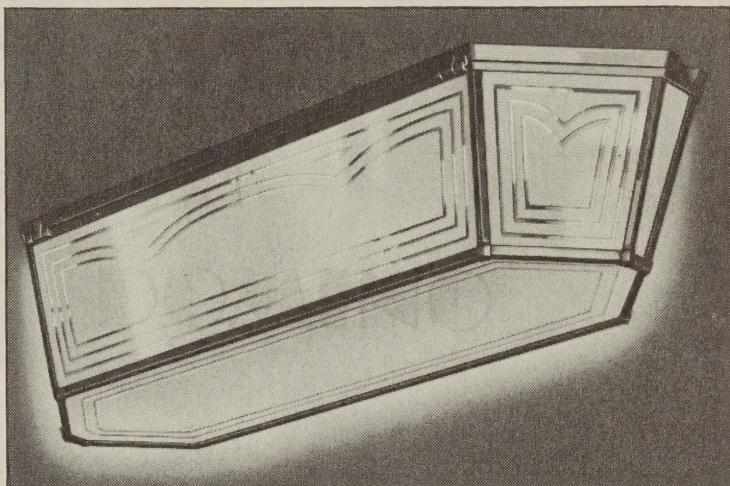
upon low ceilings and high, in severe and elaborate interiors.

Equally important is the fact that the "Domino" unit is practical "lighting merchandise"—carried in stock by wholesalers like any other packaged goods, installed speedily and at a minimum expense by any competent wireman.

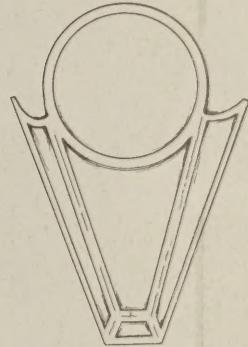
"Domino" opens a new and profitable field for the lighting contractor.



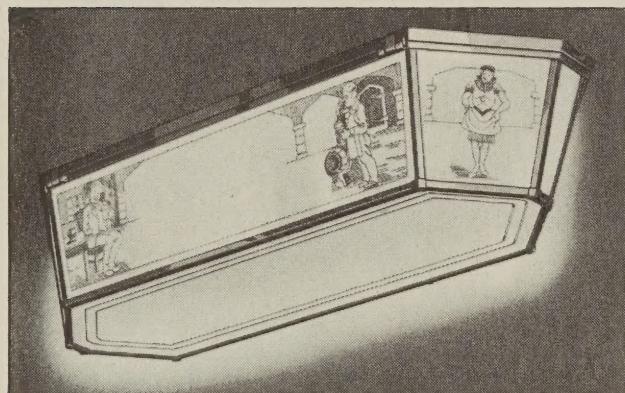
Sidewall pockets  
in stock designs or  
custom built to  
sketch.



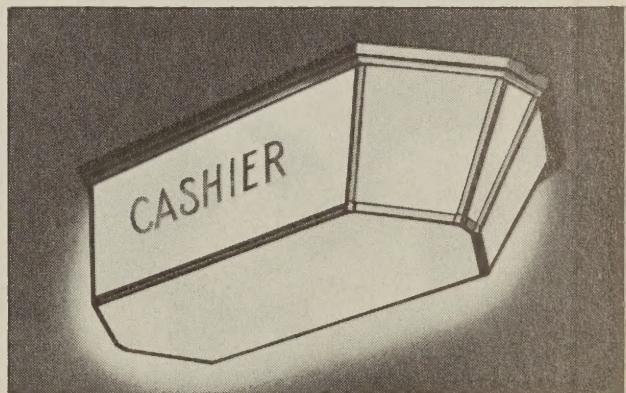
Decorated "Dominos" with the design deeply etched upon flashed  
opal glass have the sparkle and fire of crystal.



Our own designers  
will gladly submit  
sketches upon  
request.



The Bierhaus design appeals instantly to cafes and restaurants  
— a large and active market for lighting at this time.



In stores and hotels the "Domino" has been widely used as  
combination lighting unit and transparency sign.

## A FEW "DOMINO" INSTALLATIONS OF WHICH WE ARE PROUD

G. E. House of Magic,  
Century of Progress Exhibit,  
Chicago, Ill.

Copper and Brass Research Ass'n,  
Century of Progress Exhibit,  
Chicago, Ill.

Nela Park Engineering Bldg.,  
Nela Park,  
Cleveland, O.

Model Store,  
Nela Park,  
Cleveland, O.

North German Lloyd Steamship Co.,  
Philadelphia, Pa.

Dayton Power & Light Co.,  
Electrical League Room,  
Dayton, O.

Chicago Lighting Institute,  
Chicago, Ill.

Buffalo General Electric Co.,  
Buffalo, N. Y.

Delaware Power & Light Co.,  
Wilmington, Del.

Consumers Power Co.,  
Grand Rapids, Mich.

Commonwealth Edison Co.,  
Chicago, Ill.

Kansas City Power & Light Co.,  
Kansas City, Mo.

Appalachian Electric Power Co.,  
Huntington, W. Va.

Fawcett & Fawcett,  
Brooklyn, N. Y.

Arcade Store,  
Cleveland, O.

Gutman's Restaurant,  
Morton Grove, Ill.

Blue Flame Valet Shop,  
Washington, D. C.

Cut Rate Drug Store,  
Bloomsburg, Pa.

Ohio Oil Company,  
Lima, O.

Standard Drug Co.,  
Cleveland, O.

Thos. B. Jamison,  
Cleveland Heights, O.

Broadcasting Station,  
Providence, R. I.

Jefferson Hotel,  
Birmingham, Ala.

ILLUMINATION plus DECORATION

# “DOMINO”

## The New Wakefield System of “Built-On” Modernistic Lighting

WAKEFIELD “DOMINOS,” in combinations or “sets” of three or more units, now enable the architect, the lighting specialist or the electrical contractor to secure most economically an amazing variety of “built-in” lighting effects from standard, ready-to-hang, modestly-priced equipment installed upon the surface of the ceiling.

Real “built-in” lighting, of course, requires most of the equipment to be countersunk behind walls or above the ceiling level, or to be camouflaged within “fake” structural members or behind coves, hence it is defined as lighting “which must be designed as a component part of the building, the sort which in general cannot be applied to a structure that is entirely finished.” The obvious reasons why this frequently-desired method of lighting could not, in the past, be applied to existing buildings, were structural limitations and the excessive cost of remodeling.

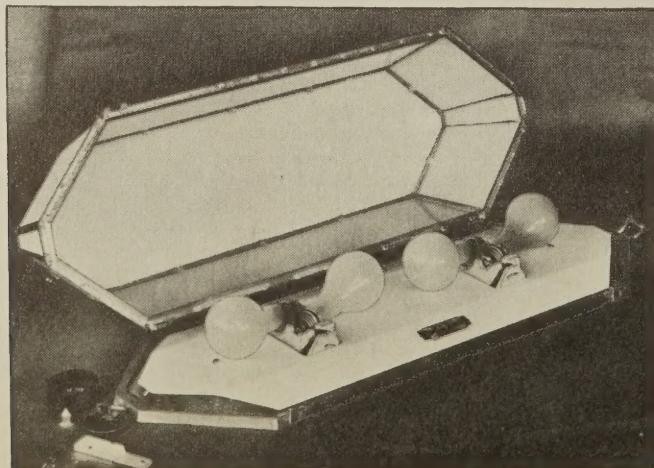
The new Wakefield “DOMINO” equipment hurdles both of these barriers. With ingenuity upon the part of the installation designer, it may be adapted to meet any structural condition: it eliminates all necessity for the remodeling of walls

or ceiling; in very many cases it does not even require wiring alterations but may be applied to existing outlets.

Wakefield “DOMINOS” are complete fixtures, applicable to wall or ceiling surface and employed, as we have said, in combinations or “sets” of three or more units arranged in decorative pattern. The individual unit consists of a plate with usual supports, 31" by 11" overall and pointed at both ends. On this plate are mounted two specially designed duplex P. & S. sockets which accommodate lamps of from 15- to 100-watt sizes. Supported from the plate is a hinged and readily removable frame, 6½" deep, which carries a globe built up of nine pieces of flashed opal glass. The careful positioning of the sockets, and the consequent exact relation between lamps and enclosing glassware, results in almost perfect uniformity of brightness over the entire surface of the unit.

Myriad decorative patterns may be evolved from a number of these units, which are interconnectable one with another. This feature, so far as we know, has never been employed before in any standard equipment.

**The F. W. Wakefield Brass Co., Vermilion, Ohio, U. S. A.**



**Open view of Wakefield Domino Lighting Unit**

# The Wakefield "Domino" Demonstrator

An Original Method of "Sampling" Commercial Lighting



*The Demonstrator, complete with three "Domino" Units is conveniently carried in the back of a small sedan.*



*The "Domino" Demonstrator is set up quickly and noiselessly in any convenient location in the store, occupies but little space, does not distract attention of clerks or customers, nor interfere with business.*



*Erected upon the ceiling and connected with plug and cord to any convenient outlet, the "Domino" Demonstrator shows the merchant exactly how the lighted units will appear after they are installed.*

# The Wakefield "Domino" Demonstrator

## An Original Method of "Sampling" Commercial Lighting

THE Wakefield "Domino" Demonstrator permits the lighting salesman, in 15 minutes, to show a cluster of three "Domino" units *lighted* on the prospective customer's ceiling.

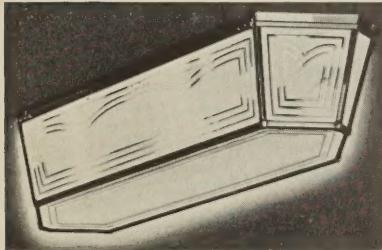
It is, we believe, the first practical method of "sampling" indoor commercial lighting, permitting the customer to see in advance just how the equipment will look when installed upon his ceiling.

Perhaps the greatest difficulty that confronts the lighting salesman is the prospect's inability to visualize the effect of a proposed lighting improvement. The prospect may be convinced by logical sales-

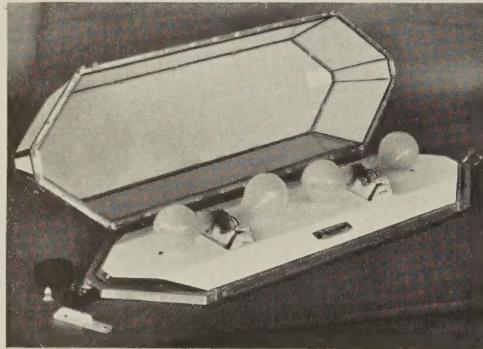
entire operation is completed in approximately 15 minutes.

This Demonstrator was developed as a sales accessory to the Wakefield "Domino" Lighting Unit and in the first several hundred field trials in Chicago, Dayton and Philadelphia it has proven remarkably successful. The percentage of resultant sales would be considered unusually high in normal times: doubly so under present economic conditions.

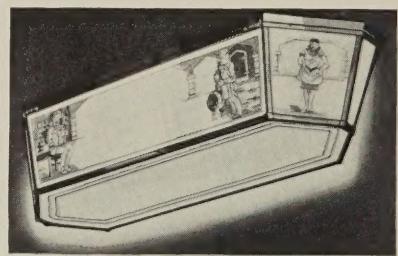
Obviously the value of this method of selling is predicated upon having a unique piece of lighting merchandise to demonstrate — a unit which gives



Domino unit with Crystal decoration gives very rich effect.



Open Domino, showing interior arrangement.



Domino unit with Bierhaus decoration for cafes and restaurants

manship that he needs better light, that he can afford to have it, and that the equipment offered is of satisfactory quality and price, but because he has not the imagination to see the finished result "in his mind's eye" many a promising lighting job has either failed to materialize or has been sold at extravagant cost by trial installation. The Wakefield "Domino" Demonstrator effectively overcomes this difficulty, saves this prohibitive sales expense.

The Wakefield "Domino" Demonstrator consists of a tripod, a telescopic mast and suitable simple rigging for raising the lighting units to ceiling height. It is of sturdy construction to withstand possible rough usage to which such equipment is sometimes subjected, yet light in weight so that it is easily handled. The entire demonstration kit, including the three "Domino" units used, is conveniently transported in the rear compartment of a small sedan.

The illustrations on the reverse page show the Wakefield Demonstrator in action, (a) as the salesman brings it to the prospect's door, (b) as set up and ready to be raised to the ceiling, and (c) with the "Dominos" in position and lighted. The

unexpected and startling effects when in position and lighted. Such is the "Domino." It was designed to appeal to probable buyers who, while realizing their need of lighting renovation, nevertheless could not be interested in units of approximately the same type and appearance as those they already had. "Domino" is new, different. It combines decoration with illumination, permits modernistic effects with little or no cost for wiring changes, entirely revolutionizes and subtly beautifies the space in which it is installed. The easiest way to sell such an original unit is by demonstration.

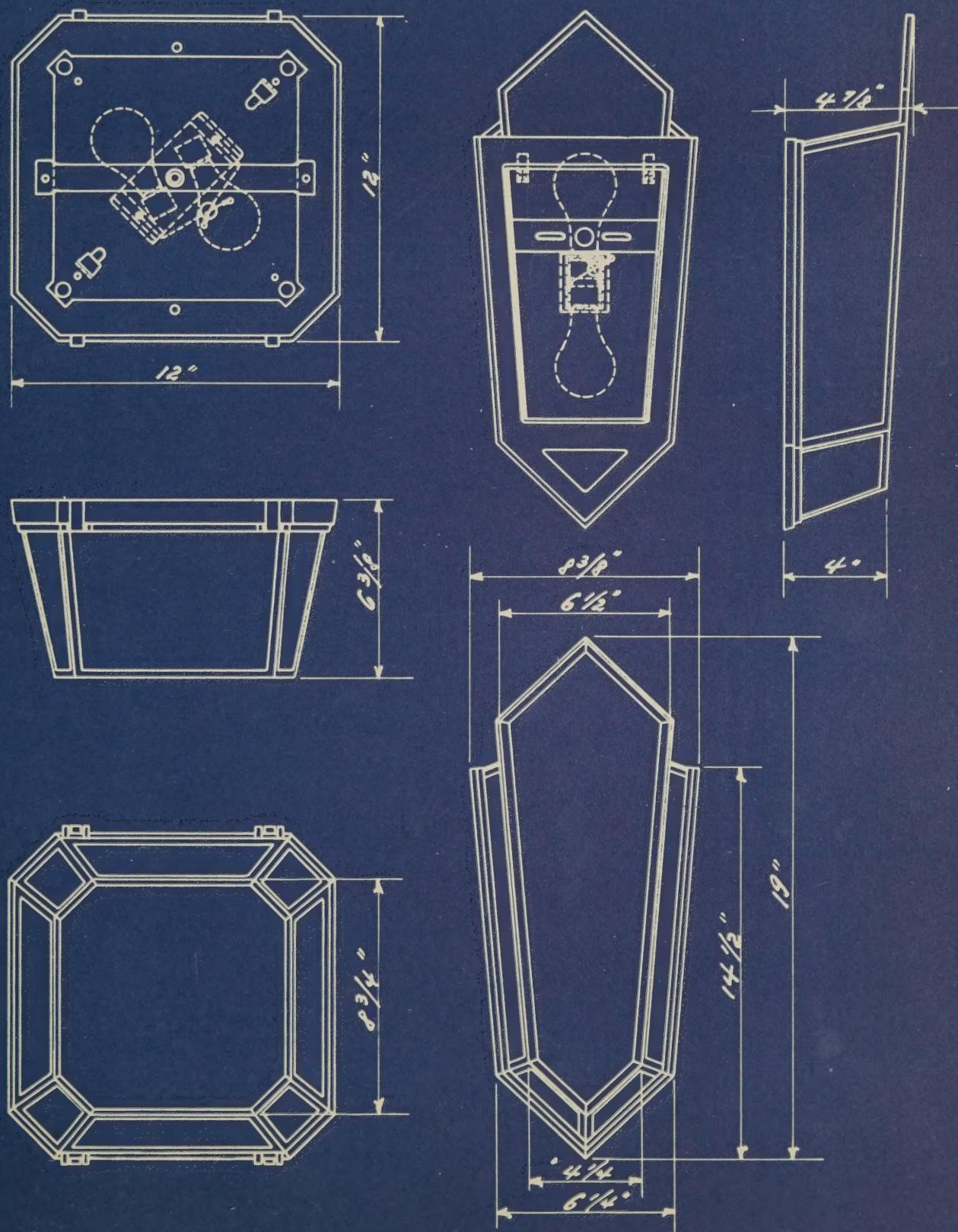
The new Wakefield "Domino" Demonstrator permits the salesman quickly to show a variety of decorative effects, by substituting colored bulbs, changing globe panels from plain to decorated, etc. Thus the customer is not called upon to use his imagination, is not asked to buy "unsight, unseen." The finished result is there before his eyes.

Selling time is cut in two.

SALES DATA: Demonstrator complete with 3 "Domino" Units; weight, 123 lbs.; price, \$44.00 net, f. o. b. Vermilion, Ohio. Demonstrator only; weight 45 lbs.; price \$14.00 net f. o. b. Vermilion, Ohio.

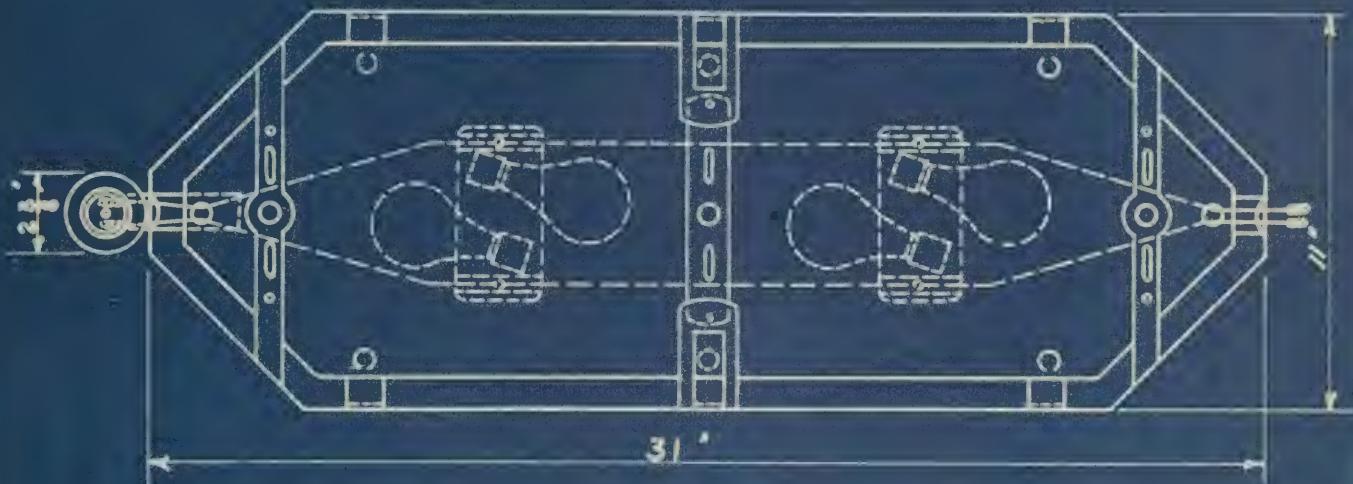
**THE F. W. WAKEFIELD BRASS CO., VERMILION, O., U. S. A.**

Dimensional Diagram Of The Square Domino & Wall Pocket  
As Manufactured By  
The F. W. Wakefield Brass Co.  
Vermilion, Ohio.





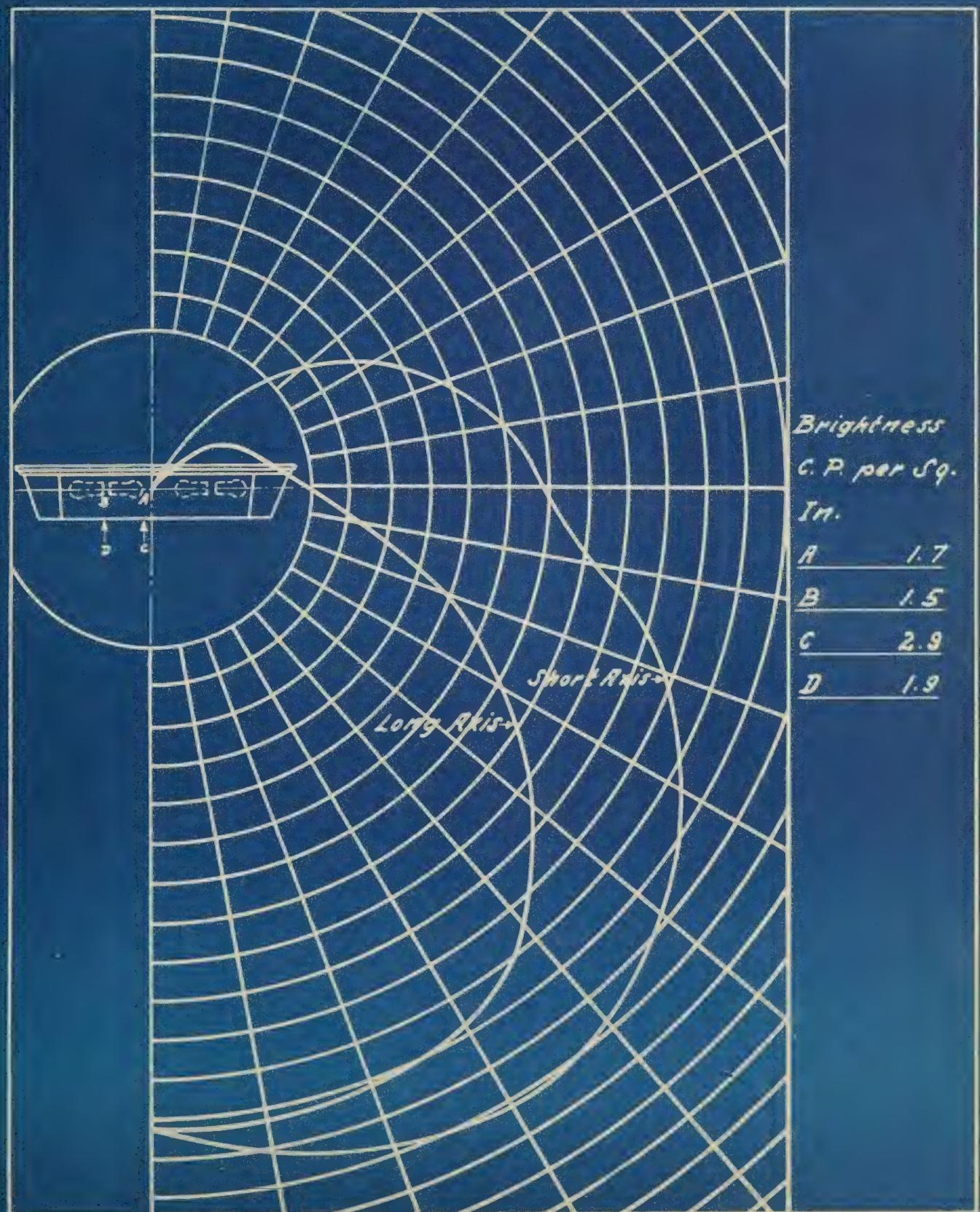
Dimension Diagram of The Domino  
As Manufactured By  
The F. W. Wakefield Brass Co.  
Vermilion, Ohio.





Vertical Candlepower Distribution Thru  
Longitudinal and Transverse Axes  
Wakefield Domino

With 4 - 100 Watt 115 Volt General Service Lamps









Lighting Plan

Fawcett & Fawcett

Dental Supplies

435 Fulton Street

Brooklyn, N.Y.

by

Brooklyn Edison Co., Inc.

Lighting Bureau

T. J. Donovan Eng.

Ceiling Height - 12 feet

Mounting Height - 10 feet

(24 inch beam drop)

Lamps per unit -

Dominoes

4-75 Watts

Wall color - cream

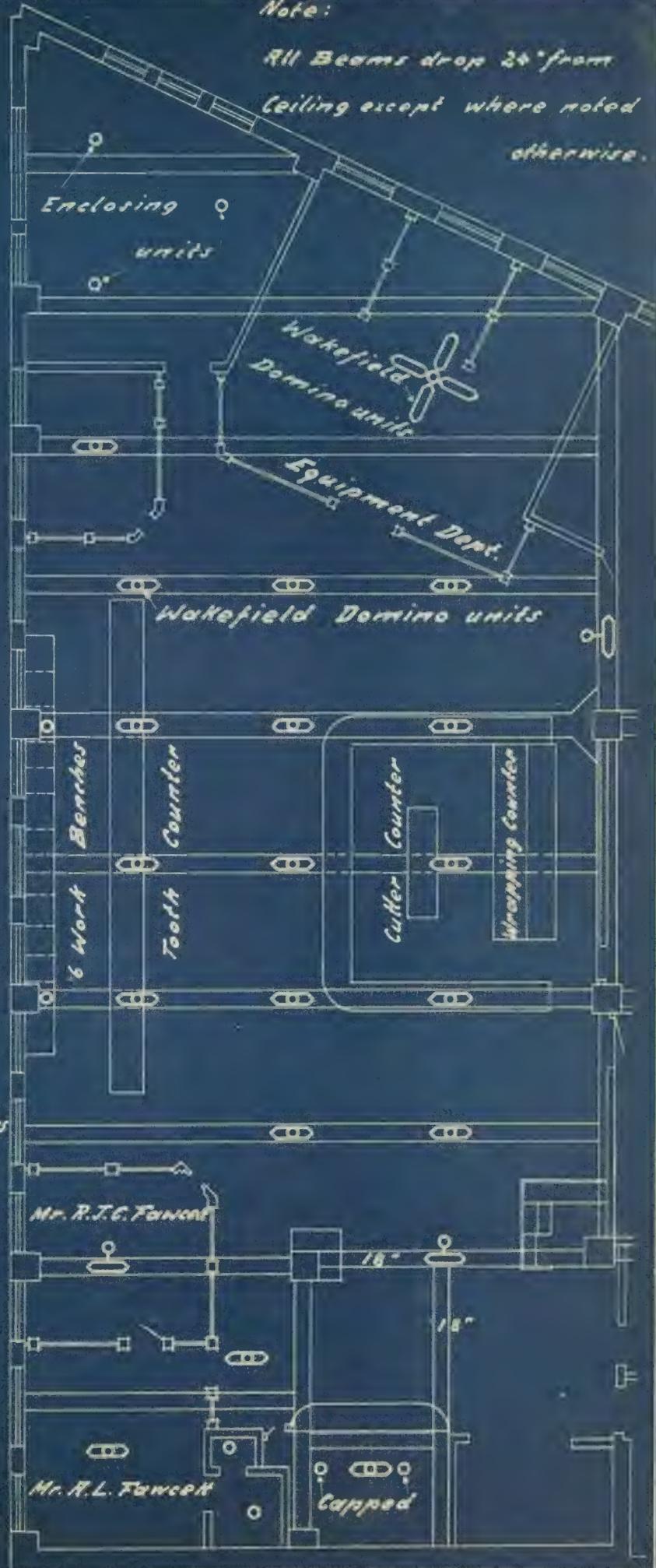
Ceiling color - flat white

Average initial intensity

12 foot candles

Note:

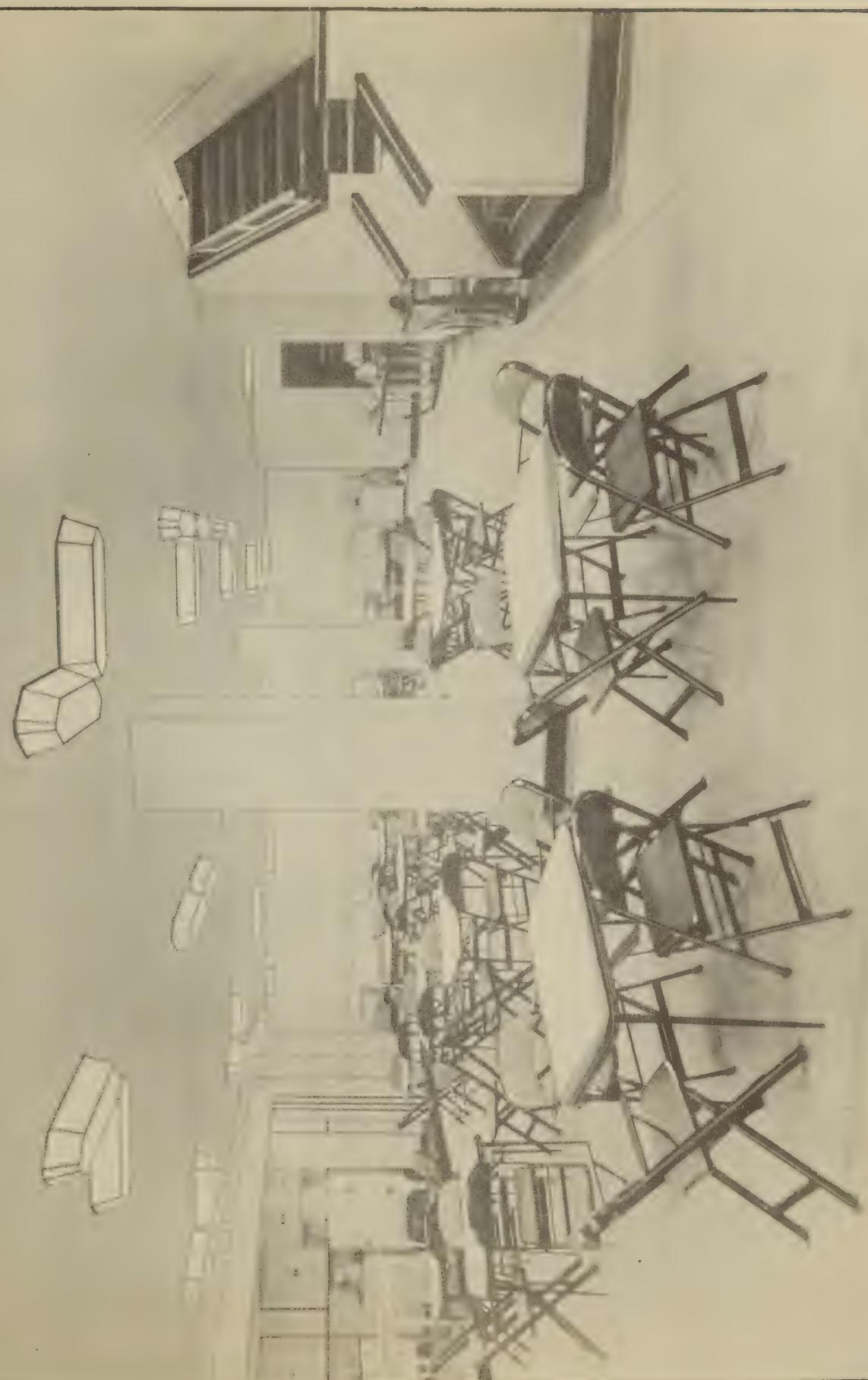
All Beams drop 24" from  
ceiling except where noted  
otherwise



The F.W. Wakefield Brass Co.

Vermilion, Ohio.

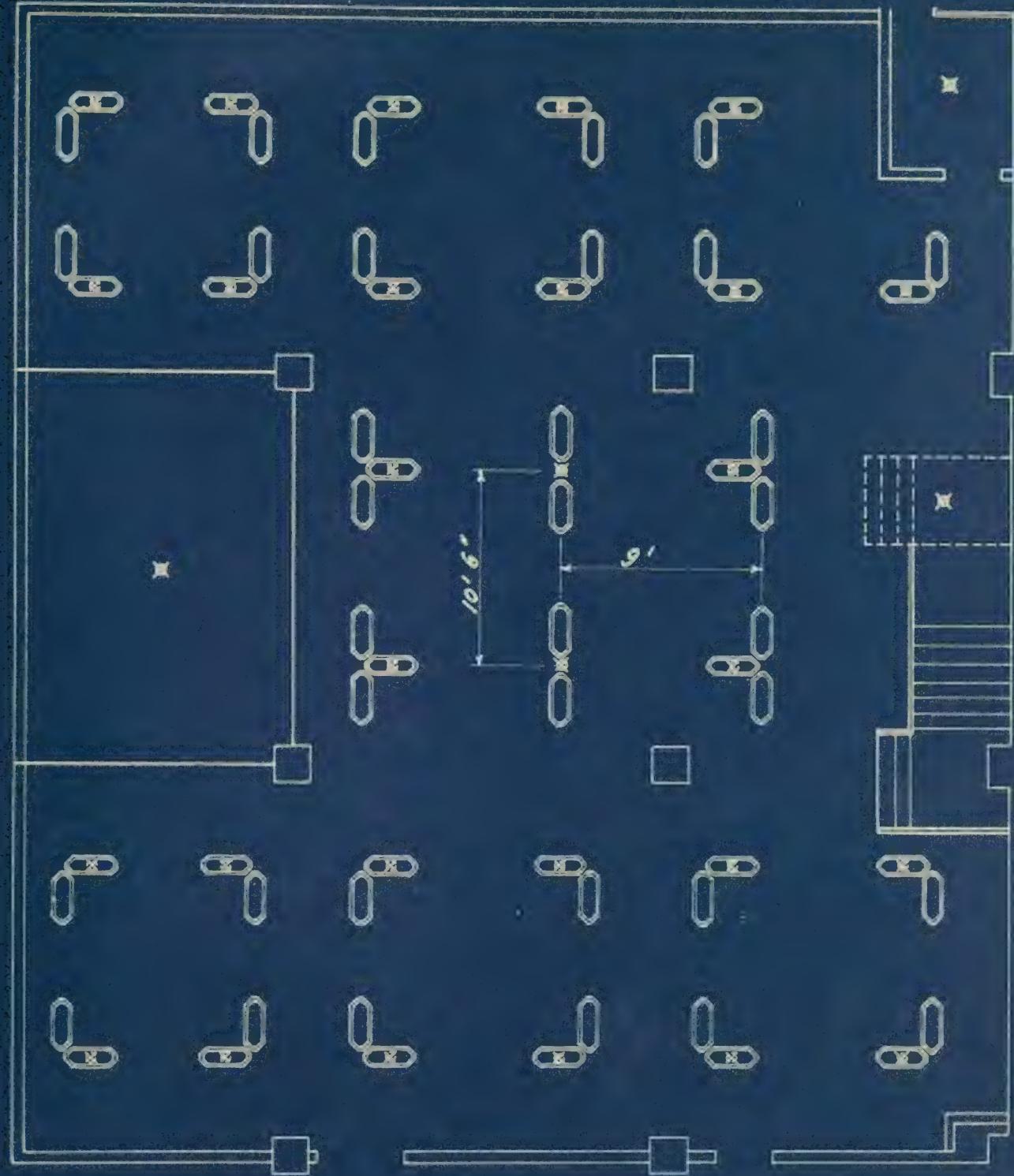






Lighting of Showroom-Delaware Pr. & Lt. Co.  
W. A. F. Pyle

Wilmington, Del.



No. of Outlets 29. Av. Spacing 9' x 10' 6".

No. of Dominoes 62. Ceiling Ht. 9' 0".

Lamps per Domino, 4 100 Watt inside Frost.

Ceiling, Lightcream. Walls, Pink Stucco.

Av. initial Intensity, 60 Footcandles

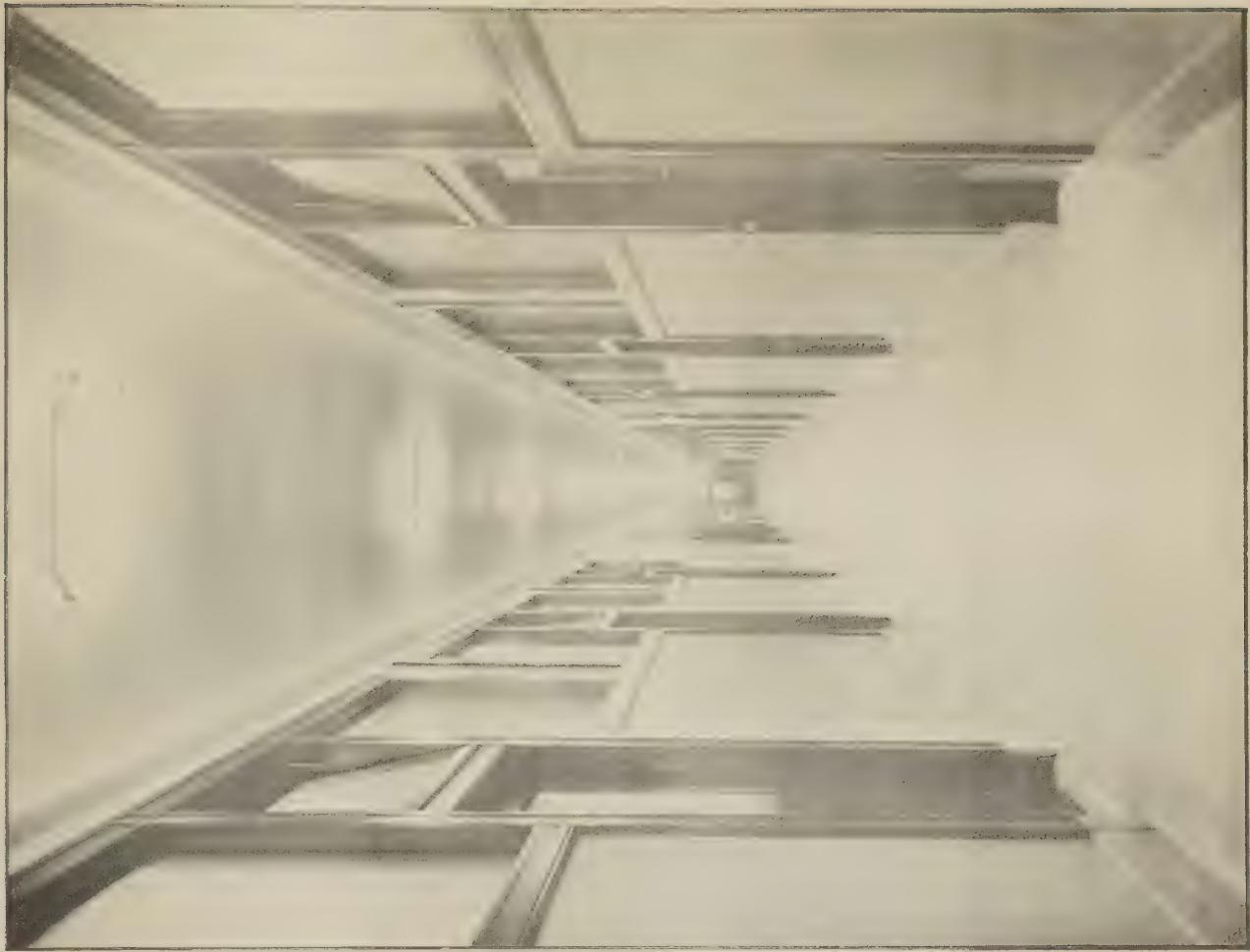
The F. W. Wakefield Brass Co.

Vermilion, Ohio.











October 10th, 1932

WHERE AND HOW SHOULD THE DOMINO BE SOLD

This question calls for an explanation. Immediately there comes to your mind some new building which may be built. An excellent prospect for the Domino. However, that is not the main field. When the reason for the Domino is fully understood, the opportunity for sale and the location of prospects is much more evident.

As a premise, we will take one fact for granted - that there is very little new building now and not much likelihood of any great increase for at least two years. For this reason, if we accept the new building field as the only one from which lighting sales may be secured, we are in for a nice long wait.

In the meantime, let's use a little ingenuity, realize that there is another and better field - remodeling. In every community retail establishments are making changes, either in their present locations or in new locations. These changes have as an incentive a desire to increase their present volume of business. The opportunity for making these changes may come from reduced rentals, or the expiration of a lease and the entering in to a more moderate lease in another location. The reason, however, does not really matter.

In any case, the owner has definite ideas of what is necessary to make the remodeling result attractive and a paying proposition. He has obtained these ideas in so far as lighting is concerned by observation or by reading about panel type, custom-built or built-in lighting, as you may see fit to call it.

He is fed up on the single unit idea. In his mind that type of equipment will not make his place of business distinctive or attract customers. He naturally turns to his architect or to some organization equipped to give him the decorative and lighting results he desires.

In the past, the jobber, contractor or Central Station was entirely out of the picture. There was no standard equipment. Each lighting job of this type had to be built up separately. With this condition in mind Wakefield developed a standardized method of obtaining built-in lighting on the surface. The term "Domino" was applied to the integral part from which designs might be constructed.



What does this mean? THIS - a jobber, contractor or Central Station can now go on a remodeling job, say to Mr. Owner - We can give you real lighting with any built-in design you wish and not disturb your ceiling or wiring. He is bound to be interested. He can readily see a material saving. He can also visualize different designs which would look attractive to his establishment. At his suggestion, you can stamp other designs or assist him in working up his own designs by the use of a rubber stamp, which we will gladly furnish.

He decides on a design and in a very short time the Domino with sufficient connectors is delivered directly from local stock. No need of sketches, special built equipment and the uncertainty of results.

If as often happens, the wiring is not heavy enough, use as many of the present outlets as possible and then run an additional feeder to a central location on the ceiling, either concealed or in metal molding. From that point on, your connections are made by the use of a connector between Dominos. The limit of the capacity of such a design will be the lead-in and not the Domino itself, as each Domino is wired with #12 wire. In figuring the capacity, use a maximum of 400 watts for each Domino, although anything less may be used.

The construction is such on this equipment that both the Domino and the connector will carry the National Board of Fire Underwriters Label service. This is a big item when consideration is given to the heat possibilities of this type of equipment.

So that there will be no confusion on the wireman's part in the installation of this equipment, complete instructions for installing are included with each Domino. This instruction sheet explains very clearly the possibility of mounting the Domino by the use of the connector, or connecting directly from one Domino to another. The connector itself is treated as a wiring device and listed separately. In ordering, the number of Dominos should be specified and in addition, the number of connectors needed.

The next time you receive a Dodge report on rebuilding, get in touch with the owner immediately. You will be surprised to find a good percentage receptive of this new idea.



November 15, 1932

### WHAT THEY THINK OF THE DOMINO

" - and must applaud you on the beautiful design of your Domino unit. I am glad you brought it to my attention."

M. B. Mervis,  
The Mercon Company

" Just a little note to thank you for sending to the coast the sample of your Domino unit. I can say very truthfully that I have never seen a single lighting device which attracted so much interest as the Domino unit. Every one without exception was enthusiastic over it and its possibilities. They admired the mechanical features, the construction, the novel sockets, etc."

A. L. Powell  
Incandescent Lamp Department  
G. E. Co.

" When I saw Mr. Wilson's sample of the built-in lighting idea I was quite astonished. I am sure it will meet with favor by architects and building management."

Sam Freeman,  
UNION GAS & ELECTRIC CO.  
Cincinnati, Ohio

" It must be gratifying to you as it is to us to feel that the Domino Lighting Units give us the greatest efficiency in illumination. We were thoroughly amazed at the bright flood of light and the small consumption of current."

A. L. Fawcett,  
FAWCETT & FAWCETT, INC.  
Brooklyn, N. Y.

"The possibilities of a standard unit of this type that is so readily adaptable to special arrangements and individual utilization are very interesting and it seems that you are to be congratulated upon the smartness and ingenuity of the new product."

C. A. McCaleb, Mgr. Editor  
Buildings & Building Management

"I think it is clever and your pamphlet is just as clever."

A. E. Snyder  
Westinghouse Lamp Co.

"I know they will be anxious to get samples of this at the Lighting Institute, as it should help our lighting business considerably.

T. D. Scarff,  
Ass't. to Manager,  
Midland Division.

"The uniformity of the glass of the Domino units is as satisfactory as one could desire, also the uniformity of the lighting thruout the area. The electrical contract or has been very favorably impressed with the performance of the Domino unit."

W. A. F. Pyle  
Delaware Power & Light Co.  
Wilmington, Del

" - I believe that it is the best thing that we have ever done.

H. W. Wilson,  
Representative,  
THE F. W. WAKEFIELD BRASS  
CO.

